

ITEM #: 30
DATE: 03-14-23
DEPT: Admin

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR AMES MAIN STREET FARMERS' MARKET

BACKGROUND:

The Ames Chamber of Commerce is planning to host the annual Ames Main Street Farmers' Market this summer, which will take place on the 300 and 400 blocks of Main Street and on Burnett Avenue from Main Street to the U.S. Bank drive-through. The Market will operate on every Saturday from May 6 to October 14 from 8:00 a.m. to 12:30 p.m. (24 total Saturdays). To facilitate set-up and teardown, streets and parking spaces need to be closed from 5:30 a.m. to 1:30 p.m. each day.

To facilitate the event, organizers request a blanket Vending License for the entire Central Business District from 5:30 a.m. to 1:30 p.m. each day of the Market, which will allow downtown businesses that file an insurance certificate with the City to display items for sale on the sidewalks. The Chamber has requested that the \$50 Vending License fee be waived.

Organizers have also requested the use of Tom Evans Plaza between the hours of 5:30 a.m. and 1:30 p.m. for vendor booths and entertainment. As in previous years, this space would be used for entertainment and educational activities for children and families. However, to prevent damaging the turf in the plaza, vendors will not be permitted to use the turf areas for their activities.

The use of electricity in Tom Evans Plaza, along Main Street and on Burnett Avenue has also been requested. Organizers have requested a waiver of the \$5 per day fee for use of electricity.

To facilitate the Market, organizers have also requested that the two- and four-hour limits in parking in CBD Lots X and Y be waived during Market hours. Additionally, 75 metered parking spaces will be closed for 4.5 metered hours each day the Market operates. **City staff estimates that this will result in a loss of \$2,025 to the Parking Fund.**

Market organizers have requested that the meter fees be waived because the Market is a non-profit organization, and in return the City would be included as a sponsor on all Market advertising materials. **The City Council's adopted parking fee waiver policy allows the City Council to waive parking fees on a case-by-case basis for requests that do not involve District-wide free parking. Although in past years, the City Council has waived all meter fees for this event, the Parking Operations Fund has continued to struggle to build a balance that can be transferred for parking capital improvements.**

ALTERNATIVES:

1. Approve the requested street and parking space closures from 5:30 a.m. to 1:30 p.m. on Saturdays from May 6 to October 14, use of Tom Evans Plaza for entertainers, use of City electrical outlets, a blanket Vending License, suspension of parking enforcement in CBD Lots X and Y from 6:30 a.m. to 1:00 p.m. each of the affected days, and waiver of the fees only for the Vending License and electricity use.

This alternative requires reimbursement for lost parking meter revenue in the amount of \$2,025.

2. Approve the requests as stated in Alternative No. 1, but do not require Farmers' Market to reimburse the City for the Vending License, electricity use, or parking meter revenue.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

The Main Street Farmers' Market has successfully attracted visitors to the Downtown for the last several years. It has become a signature event in Ames, enhancing the local economy and providing a family-friendly activity that showcases the Ames community. Due to the overall health of the City's Parking Operations Fund, staff is advising that the Council require reimbursement for lost parking revenue. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as noted above.



February 24, 2023

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Honorable Mayor Haila and City Council,

The Ames Chamber of Commerce is planning to hold the 13th season of the *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 300 and 400 block of Main Street every Saturday from May 6th to October 14th, 8:00AM to 12:30PM (the road is scheduled to be closed from 5:30AM to 1:30PM to allow for setup, teardown, and cleanup). The event will showcase the area's best farmers, crafters, artists, and prepared food experts as well as offering weekly live entertainment and children's activities. At this time, Ames Chamber of Commerce asks the City Council to consider four specific requests:

1. The Ames Chamber of Commerce requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they so choose. The Chamber of Commerce further requests the fee be waived as any businesses selling products on the sidewalk are members.
2. The Ames Chamber of Commerce requests free use of electricity along the 300 and 400 Blocks of Main Street and for the outlets in the Tom Evans Park.
3. The Ames Chamber of Commerce requests that the fee be waived for the parking meters on the 300 and 400 Blocks during the Ames Main Street Farmers' Market as the Market is a Non-Profit organization. In return the City of Ames would be considered a Sponsor of our Ames Main Street Farmers' Market and would be included in all advertising, newsletters and on our website. For the 24-week period the Market brings conservatively 60,000 - 72,000 people to the Main Street Cultural District. The benefit from these visitors coming to the Market will increase income in parking, shopping and eating in our beautiful city.
4. The Ames Chamber of Commerce also requests that that any timed, 2hr or 4 hr. parking fees in the back lots of the 300 and 400 Blocks of Main Street be waived from 6:30am to 1:30pm during the Market season.

Thank you for your consideration of these requests and continued support of downtown Ames. We look forward to seeing you at the Ames Main Street Farmers' Market throughout the 2023 season.

Sincerely,

A handwritten signature in black ink that reads 'Lojean Petersen'.

Lojean Petersen
Ames Main Street Farmers' Market Manager

304 Main Street, Ames, IA 50010 | 515.232.2310 | Ames Chamber of Commerce



February 23, 2023

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Haila and members of the Ames City Council,

Ames Main Street is proud to offer its support for the 2023 Ames Main Street Farmers' Market. We also endorse the closure of the streets along the 300 and 400 blocks for this weekly event.

Events of this nature help Ames Main Street achieve its vision of making Downtown Ames the primary destination of Central Iowa by creating an economically vibrant district with unique living, dining, and entertainment experiences.

Sincerely,

A handwritten signature in black ink that reads 'Crystal D. Davis'.

Crystal D. Davis
Executive Director
Ames Main Street

304 Main Street, Ames, IA 50010 515.233.3472 AmesDowntown.org



SPECIAL EVENT APPLICATION

Applications received less than thirty (30) days before the event may not be processed by the City in time for the event and will automatically be denied. Each application is viewed as a new event regardless of previous occasions.

Event Name

Location/Address

Region (Select one or more)

- Ames Main Street (Downtown)
- Campustown District
- Iowa State University Property
- City Parks
- Other (please explain)

Please note that events occurring in the Downtown, Campustown, in City parks, or on ISU property require prior approvals. A letter of support will be required from CAA if the event occurs in Campustown or from Ames Main Street if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Ames Main Street: (515) 232-2310
 Campustown Action Association: (515) 232-2310
 ISU - Events Authorization Committee: (515) 294-1437

director@amesdowntown.org
 sarahd@ameschamber.com
 eventauthorization@iastate.edu

TIMELINE

Setup Date Time M T W R F Sa Su

Event Starts Date Time M T W R F Sa Su

Detailed Description of Event Activities (written overview of event and what's going to happen)

The Ames Main Street Farmers' Market showcases the area's best local produce farmers, craftsmen, artist and prepared food vendors. We also will showcase local musicians every week as well as offer children's events, cooking contests and other activities throughout the season.

Event Ends Date Time M T W R F Sa Su

Teardown Complete Date Time M T W R F Sa Su

Event Category

- Athletic/Recreation
- Exhibits/Misc.
- Festival/Celebration
- Parade/Procession/March
- Concert/Performance
- Farmer/Outdoor Market
- Other (please explain)

Rain Date Rain Location

Yes No

Is this an annual event? If yes, how many years?

CONTACTS

Sponsor/Applicant Name Ames Chamber of Commerce
Address 304 Main Street
City Ames State IA Zip Code 50010
Daytime Phone 515-232-2310 Cell Phone
E-mail amesfarmersmarket@ameschamber.com
Alternate Contact Name Lojean Petersen
Daytime Phone 515-232-2310 Cell Phone 515-520-0702
E-mail amesfarmersmarket@ameschamber.com

ATTENDANCE

Anticipated Daily Attendance 2,500

Yes No

- Is this event open to the public?
- Is your event being held in conjunction with another event (e.g. Farmers' Market, 4th of July, etc.)? If yes, please list:

ORGANIZATION STATUS/PROCEEDS

- For-Profit
- Bona Fide Tax Exempt
- Nonprofit

Yes No

- Are patron admission, entry, or participant fees required? If yes, please describe and provide amounts:

- Are vendor or other fees required? If yes, please provide amounts:

\$450 for Full time Vendor \$550 Prepared Food

Percentage of net proceeds going towards fundraising 0 %

Percentage of net proceeds going towards for-profit entity 0 %

SECURITY

Ames Police Department 24 hour non-emergency phone number: 515-239-5133

Please complete the course at <https://www.crowdmanagers.com/training> for crowd management training.

Yes No

- Have you hired a professional security company to develop and manage your event's security plan? If yes, please fill out the following information:

Security Organization
Address
City State Zip Phone
Email